



News Release

For Immediate Release:

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The TRUTH Announces Anti-tobacco Ad Contest Winners

10-year-old Draper student wins Best of Show

(Salt Lake City) – Have you heard radio contests that offer a free motorcycle or concert tickets? This year's Anti-tobacco Advertising Contest winner is a radio campaign, created by 10-year-old Madi Michaels of Draper, UT, and it offers something better than either of these prizes. According to Madi's ad, smokers who call 1.800.QUIT.NOW can win the biggest prize of all: their life. Madi's ad will air on radio stations in the form of DJ-read ad libs this summer. In addition to having her concept become a real-life radio campaign, Madi will receive \$400.

Madi's ad is just one of 7,201 entries submitted by 4th and 5th graders from all around Utah in the 13th annual Utah Department of Health (UDOH) TRUTH from Youth Anti-tobacco Advertising Contest.

Students across Utah entered the contest by creating a radio, TV or billboard/poster advertisement depicting The TRUTH about the toxic effects of tobacco the competition. In addition to Madi's *Best in Show* prize, The TRUTH will award prizes for first, second and third place in each entry category: TV, radio and billboard. The 11 winners are being honored by local health departments with local school presentations in Salt Lake, Summit, Piute, Weber and Sevier counties.

Best of Show

"The Get-Your-Life-Back Radio Contest," Madi Michaels, Draper

TV

1st place: "Savor Your Moment," Meigon Stuy, Lehi

2nd place: "Smokin' Grandpa," Mikyla May Bagley and Bryce Damon Christensen, Greenwich and Koosharem

3rd Place: "The Workmen and the Cigarette," Katherine McKinney, West Jordan

-MORE-

Page 2 of 2: The TRUTH Announces Anti-tobacco Ad Contest Winners

Radio

1st Place: “Smoking is Bad,” Hayden Underwood, West Jordan

2nd Place: “How Tobacco Can Affect Your Family,” Rylee Buntin, South Jordan

3rd Place: “The Friend That Helped,” Kelly Faber, West Jordan

Billboard

1st Place: “Is Tobacco Your BFF?” Elizabeth “Libbie” Peck, Francis

2nd Place: “Smokers Never Win,” Angeleah Craner, Pleasant View

3rd Place: “Quit Tobacco,” Ethan Lindsey, Farr West

“The TRUTH Anti-tobacco Advertising Contest visited 87 elementary schools and educated thousands of students this year,” said Adam Bramwell, youth outreach coordinator for The TRUTH. “And all these interactions help offset pervasive tobacco industry influences.”

The tobacco industry spends nearly \$60 million each year in Utah seeking to addict a new generation of tobacco users. The UDOH Tobacco Prevention and Control Program efforts, combined with local health department efforts, have helped drive the youth smoking rate down by 29 percent since the campaign began in 1999. Ninety percent of adult smokers begin lighting up before age 19 and one in three will eventually die of their addiction. For more information and resources visit www.TruthAgainstTobacco.com.

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The mission of the Utah Department of Health and Utah’s local health departments is to protect the public’s health through preventing avoidable illness, injury, disability and premature death, assuring access to affordable, quality health care, and promoting healthy lifestyles.